

Attorney Docket No. UNIV0001D5

**~~RELEVANCE CLAUSE FOR COMPUTED  
RELEVANCE MESSAGING~~**

**ADVICE PROVIDED FOR OFFERING HIGHLY TARGETED ADVICE WITHOUT  
COMPROMISING INDIVIDUAL PRIVACY**

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**BACKGROUND OF THE INVENTION**

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**TECHNICAL FIELD**

This application is a divisional of U.S. Serial No. 09/272,937, filed March 19, 1999.

15 The invention relates to a new process of communication using computers and associated communications infrastructure. More particularly, the invention relates to a method and apparatus for computed relevance messaging.

**DESCRIPTION OF THE PRIOR ART**

20 The aim of a communications process is to relay Information between pairs of actors who, for purposes of the discussion herein, consist of an Information provider and an information consumer. The following briefly discusses the concerns of each party.

**Concerns of information provider**

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The information provider knows of pieces of information and of corresponding situations in which certain consumers would find those pieces of information interesting, useful, or valuable. For example, such pieces of information may concern problems consumers who have particular attributes might be interested in solving or that concern opportunities of interest to consumers having such

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